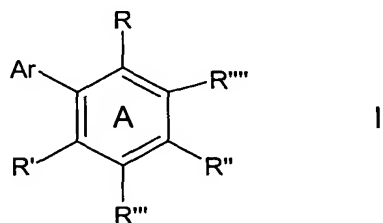


What is claimed is:

1. A compound of formula I below, and physiologically acceptable salts, comprising:



wherein,

the "A" ring atoms of compound formula I comprise carbon and 0 to 2 nitrogen heteroatoms;

Ar is an aromatic ring, an aromatic ring comprising at least one substituent group, a heteroaromatic ring, a heteroaromatic ring comprising 1 to 5 substituent groups, a heterocyclic ring or a heterocyclic ring comprising at least one substituent group;

R comprises H, OH, OCH₃, alkoxy, OCH₂CH₂OH, alcohol, NH₂, PO₃H, OPO₃H, OSO₃H, halogen, C(halogen)₃, SE₁, OE₁ or NE₁E₂,

E₁ and E₂ are each independently H or alkyl;

R' comprises H, OH, alkoxy, OCH₂CH₂OH, alcohol, NH₂, PO₃H, OPO₃H, OSO₃H, halogen, C(halogen)₃, SE₁, OE₁ or NE₁E₂,

E₁ and E₂ are each independently H or alkyl;

R'', R''' and R''' each independently comprises Y-D₁-D₂-T₂, H, halogen, alkyl, alkoxy or a substituent group,

Y is optionally present and if present comprises O, S, NH, N-alkyl, C=CH, C≡C, CH₂, CH(CH₃), C(CH₃)₂, a carbocyclic ring having 4 to 6 ring members or a heterocyclic ring having 4 to 6 ring members with 1 or 2 heteroatoms,

D₁ is optionally present and if present comprises alkyl,

D₂ comprises H, alkyl, NH, N-alkyl, O-alkyl, S-alkyl, a carbocyclic ring, a bicyclic, a tricyclic ring, an aromatic or heteroaromatic ring,

T₂ is optionally present and if present comprises an aromatic ring, a substituted aromatic ring, a heteroaromatic ring, a substituted heteroaromatic ring, a heterocyclic ring, a substituted heterocyclic ring, H, OH, halogen, or a substituent group;

with the proviso that,

when Ar is 4-isopropyl pyridine or 4-isopropenyl pyridine, R''' is hydrogen, and R'''' is hydrogen, then R'' can not be a straight or branched saturated alkyl having 1 to 20 carbon atoms;

when Ar is 4-isopropyl toluene or 4-isopropenyl toluene, and both R''' and R'''' are hydrogen, R'' can not be a straight or branched saturated alkyl having 1 to 20 carbon atoms;

when R'' is C(CH₃)₂(CH₂)₅CH₃, R₂ and R₄ are methyl, then R' and R'' can not be H, OH or OCH₃.

2. The compound of claim 1 wherein only one of R'', R''' and R'''' comprises Y-D₁-D₂-T₂ and the others of R'', R''' and R'''' each independently comprise H, halogen, alkyl, alkoxy or a substituent group.

3. The compound of claim 1 wherein:

R''' comprises H, halogen, C(halogen)₃, lower alkyl or alkoxy;

R'''' comprises H, halogen, C(halogen)₃, lower alkyl or alkoxy; and

R'' comprises -Y-D₁-D₂-T₂,

Y comprises C(CH₃)₂, CH₂ or CH(CH₃),

D₁ is optionally present and if present comprises alkyl,

D₂ comprises H, an alkyl, NH, N-alkyl, O-alkyl, S-alkyl, a carbocyclic ring, a bicyclic ring, a tricyclic ring, an aromatic ring or a heteroaromatic ring,

T₂ is optionally present and if present comprises an aromatic ring, a heteroaromatic ring, a heterocyclic ring, H, OH, halogen or a substituent group.

4. The compound of claim 1 wherein:

R''' comprises H, halogen, C(halogen)₃, lower alkyl or alkoxy;

R'''' comprises H, halogen, C(halogen)₃, lower alkyl or alkoxy; and

R'' comprises -Y-D₁-D₂-T₂,

Y comprises O, NH or N-alkyl,

D₁ is optionally present and if present comprises alkyl,

D₂ comprises H, an alkyl, NH, N-alkyl, O-alkyl, S-alkyl, a carbocyclic ring, a bicyclic ring, a tricyclic ring, an aromatic ring or a heteroaromatic ring,

T₂ is optionally present and if present comprises an aromatic ring, a heteroaromatic ring, a heterocyclic ring, H, OH, halogen or a substituent group.

5. The compound of claim 1 wherein:

R''' comprises H, halogen, C(halogen)₃, lower alkyl or alkoxy;

R'''' comprises H, halogen, C(halogen)₃, lower alkyl or alkoxy; and

R'' comprises -Y-D₁-D₂-T₂,

Y is optionally present and if present comprises C=CH or C≡C,

D₁ is optionally present and if present comprises alkyl,

D₂ comprises H, alkyl, NH, N-alkyl, O-alkyl, S-alkyl, a carbocyclic ring, a bicyclic ring, a tricyclic ring, an aromatic ring or a heteroaromatic ring,

T₂ is optionally present and if present comprises an aromatic ring, a heteroaromatic ring, a heterocyclic ring, H, OH, halogen or a substituent group.

6. The compound of claim 1 wherein:

R''' comprises H, halogen, C(halogen)₃, lower alkyl or alkoxy;

R'''' comprises H, halogen, C(halogen)₃, lower alkyl or alkoxy; and

R'' comprises -Y-D₁-D₂-T₂,

Y comprises 0 to 1 of a carbocyclic ring having 4 to 6 ring members or a heterocyclic ring having 4 to 6 ring members with 1 or 2 heteroatoms.

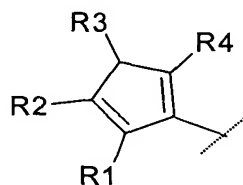
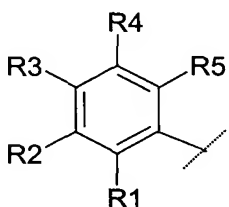
D₁ is optionally present and if present comprises alkyl,

D₂ comprises H, alkyl, NH, N-alkyl, O-alkyl, S-alkyl, a carbocyclic ring, a bicyclic ring, a tricyclic ring, an aromatic ring or a heteroaromatic ring,

T₂ is optionally present and if present comprises an aromatic ring, a heteroaromatic ring, a heterocyclic ring, H, OH, halogen or a substituent group.

7. The compound of claim 1 wherein Ar comprises an aromatic ring having 5 or 6 ring members or a heteroaromatic ring having 5 or 6 ring members.

8. The compound of claim 1 wherein Ar comprises one of the structures:



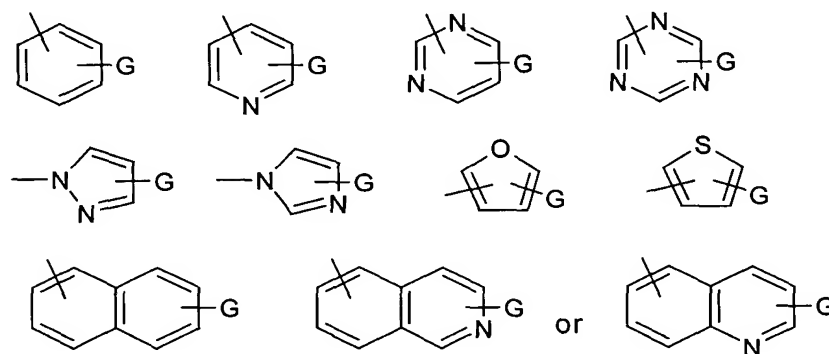
and,

the Ar aromatic ring structure comprises 0 to 3 heteroatoms as ring members;

R₁, R₂, R₃, R₄ and R₅ each independently comprise H, OH, NH₂, halogen, N₃, NO₂, NCS, C(halogen)₃, CHO, OAc, OCH₃, OC₂H₅, CH₂OH, CH₂CH₂OH, CH₂CH₂CH₂OH, CN, C(=O)CH₃, COOH, COOCH₃, COOC₂H₅, COOCH(CH₃)₂, NHCOCH₃, SCH₃, SC₂H₅, NHCH₃, CH₂NH₂, CH₃, C₂H₅, C₃H₇, C₂H₃, ethynyl, alkoxy, alkylmercapto, alkylamino, di-alkylamino, alkylsulfinyl, alkylsulfonyl or methylene dioxy or a substituent group.

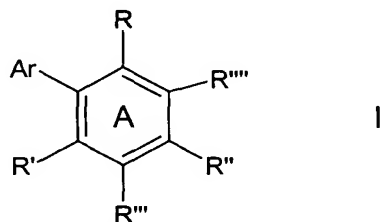
9. The compound of claim 1 wherein Ar comprises 1-, 2- or 3-pyrrolidinyl, 1-, 2-, 3- or 4-piperidinyl, 1-, 2- or 3-morpholinyl, 1-, 2- or 3-thiomorpholinyl, 1-, 2- or 3-azetidiny, 1-, or 2-piperazinyl, 2- or 3-tetrahydrofuranyl; or any above group substituted on any available ring carbon thereof by alkyl; or any above group unsubstituted on one or more nitrogen atoms, or any above group substituted on one or more nitrogen atoms independently by an alkyl, benzyl, lower-alkoxybenzyl or benzhydryl group; adamantyl; a carbocyclic ring, a substituted carbocyclic ring, a heteroaromatic ring, a substituted heteroaromatic ring, a heterocyclic ring, a substituted heterocyclic ring, a bicyclic ring, a substituted bicyclic ring, a heterobicyclic ring, a substituted heterobicyclic ring, a polycyclic ring, a substituted polycyclic ring, a heteropolycyclic ring or a substituted heteropolycyclic ring.

10. The compound of claim 1 wherein Ar comprises:



G comprises H, OH, NH₂, halogen, N₃, NO₂, NCS, CF₃, CHO, OAc, OCH₃, OC₂H₅, CH₂OH, CH₂CH₂OH, CH₂CH₂CH₂OH, CN, C(=O)CH₃, COOH, COOCH₃, COOC₂H₅, COOCH(CH₃)₂, NHCOCH₃, SCH₃, SC₂H₅, NHCH₃, CH₂NH₂, CH₃, C₂H₅, C₃H₇, C₂H₃, ethynyl, alkoxy, alkylmercapto, alkylamino, di-alkylamino, alkylsulfinyl, alkylsulfonyl or methylene dioxy.

11. A pharmaceutical preparation comprising a therapeutically effective amount of at least one compound of formula I below, and physiologically acceptable salts thereof:



wherein,

the "A" ring atoms of compound formula I comprise carbon and 0 to 2 nitrogen heteroatoms;

Ar is an aromatic ring, an aromatic ring comprising at least one substituent group, a heteroaromatic ring, a heteroaromatic ring comprising 1 to 5 substituent groups, a heterocyclic ring or a heterocyclic ring comprising at least one substituent group;

R comprises H, OH, OCH₃, alkoxy, OCH₂CH₂OH, alcohol, NH₂, PO₃H, OPO₃H, OSO₃H, halogen, C(halogen)₃, SE₁, OE₁ or NE₁E₂,

E₁ and E₂ are each independently H or alkyl;

R' comprises H, OH, alkoxy, OCH₂CH₂OH, alcohol, NH₂, PO₃H, OPO₃H, OSO₃H, halogen, C(halogen)₃, SE₁, OE₁ or NE₁E₂,

E₁ and E₂ are each independently H or alkyl;

R'', R''' and R'''' each independently comprises Y-D₁-D₂-T₂, H, halogen, alkyl, alkoxy or a substituent group,

Y is optionally present and if present comprises O, S, NH, N-alkyl, C=CH, C≡C, CH₂, CH(CH₃), C(CH₃)₂, a carbocyclic ring having 4 to 6 ring members or a heterocyclic ring having 4 to 6 ring members with 1 or 2 heteroatoms,

D₁ is optionally present and if present comprises alkyl,

D₂ comprises H, alkyl, NH, N-alkyl, O-alkyl, S-alkyl, a carbocyclic ring, a bicyclic, a tricyclic ring, an aromatic or heteroaromatic ring,

T₂ is optionally present and if present comprises an aromatic ring, a substituted aromatic ring, a heteroaromatic ring, a substituted heteroaromatic ring, a heterocyclic ring, a substituted heterocyclic ring, H, OH, halogen, or a substituent group;

with the proviso that,

when Ar is 4-isopropyl pyridine or 4-isopropenyl pyridine, R''' is hydrogen, and R'''' is hydrogen, then R'' can not be a straight or branched saturated alkyl having 1 to 20 carbon atoms;

when Ar is 4-isopropyl toluene or 4-isopropenyl toluene, and both R''' and R'''' are hydrogen, R'' can not be a straight or branched saturated alkyl having 1 to 20 carbon atoms;

when R'' is C(CH₃)₂(CH₂)₅CH₃, R₂ and R₄ are methyl, then R' and R'' can not be H, OH or OCH₃.

12. The pharmaceutical preparation of claim 11 wherein only one of R'', R''' and R'''' comprises Y-D₁-D₂-T₂ and the others of R'', R''' and R'''' each independently comprise H, halogen, alkyl, alkoxy or a substituent group.

13. The pharmaceutical preparation of claim 11, wherein:

R''' comprises H, halogen, C(halogen)₃, lower alkyl or alkoxy;

R'''' comprises H, halogen, C(halogen)₃, lower alkyl or alkoxy; and

R'' comprises -Y-D₁-D₂-T₂,

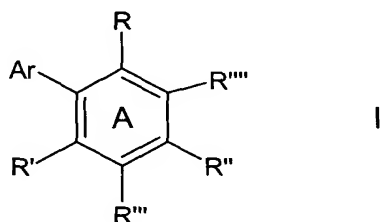
Y comprises Y is optionally present and if present comprises O, S, NH, N-alkyl, C=CH, C≡C, CH₂, CH(CH₃), C(CH₃)₂, a carbocyclic ring having 4 to 6 ring members or a heterocyclic ring having 4 to 6 ring members with 1 or 2 heteroatoms,

D₁ is optionally present and if present comprises alkyl,

D₂ comprises H, an alkyl, NH, N-alkyl, O-alkyl, S-alkyl, a carbocyclic ring, a bicyclic ring, a tricyclic ring, an aromatic ring or a heteroaromatic ring,

T₂ is optionally present and if present comprises an aromatic ring, a heteroaromatic ring, a heterocyclic ring, H, OH, halogen or a substituent group.

14. A method of stimulating a cannabinoid receptor in an individual or animal comprising administering to the individual or animal a therapeutically effective amount of a therapeutically effective amount of at least one compound of formula I below, and physiologically acceptable salts thereof:



wherein,

the "A" ring atoms of compound formula I comprise carbon and 0 to 2 nitrogen heteroatoms;

Ar is an aromatic ring, an aromatic ring comprising at least one substituent group, a heteroaromatic ring, a heteroaromatic ring comprising 1 to 5 substituent groups, a heterocyclic ring or a heterocyclic ring comprising at least one substituent group;

R comprises H, OH, OCH₃, alkoxy, OCH₂CH₂OH, alcohol, NH₂, PO₃H, OPO₃H, OSO₃H, halogen, C(halogen)₃, SE₁, OE₁ or NE₁E₂,

E₁ and E₂ are each independently H or alkyl;

R' comprises H, OH, alkoxy, OCH₂CH₂OH, alcohol, NH₂, PO₃H, OPO₃H, OSO₃H, halogen, C(halogen)₃, SE₁, OE₁ or NE₁E₂,

E₁ and E₂ are each independently H or alkyl;

R'', R''' and R'''' each independently comprises Y-D₁-D₂-T₂, H, halogen, alkyl, alkoxy or a substituent group,

Y is optionally present and if present comprises O, S, NH, N-alkyl, C=CH, C≡C, CH₂, CH(CH₃), C(CH₃)₂, a carbocyclic ring having 4 to 6 ring members or a heterocyclic ring having 4 to 6 ring members with 1 or 2 heteroatoms,

D₁ is optionally present and if present comprises alkyl,

D₂ comprises H, alkyl, NH, N-alkyl, O-alkyl, S-alkyl, a carbocyclic ring, a bicyclic, a tricyclic ring, an aromatic or heteroaromatic ring,

T₂ is optionally present and if present comprises an aromatic ring, a substituted aromatic ring, a heteroaromatic ring, a substituted heteroaromatic ring, a heterocyclic ring, a substituted heterocyclic ring, H, OH, halogen, or a substituent group;

with the proviso that,

when Ar is 4-isopropyl pyridine or 4-isopropenyl pyridine, R''' is hydrogen, and R'''' is hydrogen, then R'' can not be a straight or branched saturated alkyl having 1 to 20 carbon atoms;

when Ar is 4-isopropyl toluene or 4-isopropenyl toluene, and both R''' and R'''' are hydrogen, R'' can not be a straight or branched saturated alkyl having 1 to 20 carbon atoms;

when R'' is C(CH₃)₂(CH₂)₅CH₃, R₂ and R₄ are methyl, then R' and R'' can not be H, OH or OCH₃.

15. The method of claim 14 wherein:

R''' comprises H, halogen, C(halogen)₃, lower alkyl or alkoxy;

R'''' comprises H, halogen, C(halogen)₃, lower alkyl or alkoxy; and

R'' comprises -Y-D₁-D₂-T₂,

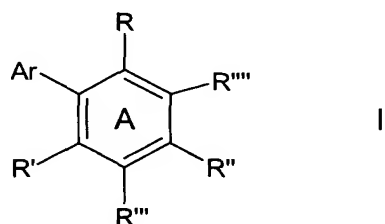
Y comprises Y is optionally present and if present comprises O, S, NH, N-alkyl, C=CH, C≡C, CH₂, CH(CH₃), C(CH₃)₂, a carbocyclic ring having 4 to 6 ring members or a heterocyclic ring having 4 to 6 ring members with 1 or 2 heteroatoms,

D₁ is optionally present and if present comprises alkyl,

D₂ comprises H, an alkyl, NH, N-alkyl, O-alkyl, S-alkyl, a carbocyclic ring, a bicyclic ring, a tricyclic ring, an aromatic ring or a heteroaromatic ring,

T₂ is optionally present and if present comprises an aromatic ring, a heteroaromatic ring, a heterocyclic ring, H, OH, halogen or a substituent group.

16. A method of selectively stimulating CB2 cannabinoid receptors in an individual or animal comprising administering to the individual or animal a therapeutically effective amount of at least one compound of formula I below, and physiologically acceptable salts thereof:



wherein,

the "A" ring atoms of compound formula I comprise carbon and 0 to 2 nitrogen heteroatoms;

Ar is an aromatic ring, an aromatic ring comprising at least one substituent group, a heteroaromatic ring, a heteroaromatic ring comprising 1 to 5 substituent groups, a heterocyclic ring or a heterocyclic ring comprising at least one substituent group;

R comprises H, OH, OCH₃, alkoxy, OCH₂CH₂OH, alcohol, NH₂, PO₃H, OPO₃H, OSO₃H, halogen, C(halogen)₃, SE₁, OE₁ or NE₁E₂,

E₁ and E₂ are each independently H or alkyl;

R' comprises H, OH, alkoxy, OCH₂CH₂OH, alcohol, NH₂, PO₃H, OPO₃H, OSO₃H, halogen, C(halogen)₃, SE₁, OE₁ or NE₁E₂,

E₁ and E₂ are each independently H or alkyl;

R'', R''' and R'''' each independently comprises Y-D₁-D₂-T₂, H, halogen, alkyl, alkoxy or a substituent group,

Y is optionally present and if present comprises O, S, NH, N-alkyl, C=CH, C≡C, CH₂, CH(CH₃), C(CH₃)₂, a carbocyclic ring having 4 to 6 ring members or a heterocyclic ring having 4 to 6 ring members with 1 or 2 heteroatoms,

D₁ is optionally present and if present comprises alkyl,

D₂ comprises H, alkyl, NH, N-alkyl, O-alkyl, S-alkyl, a carbocyclic ring, a bicyclic, a tricyclic ring, an aromatic or heteroaromatic ring,

T₂ is optionally present and if present comprises an aromatic ring, a substituted aromatic ring, a heteroaromatic ring, a substituted heteroaromatic ring, a heterocyclic ring, a substituted heterocyclic ring, H, OH, halogen, or a substituent group;

with the proviso that,

when Ar is 4-isopropyl pyridine or 4-isopropenyl pyridine, R''' is hydrogen, and R'''' is hydrogen, then R'' can not be a straight or branched saturated alkyl having 1 to 20 carbon atoms;

when Ar is 4-isopropyl toluene or 4-isopropenyl toluene, and both R''' and R'''' are hydrogen, R'' can not be a straight or branched saturated alkyl having 1 to 20 carbon atoms;

when R'' is C(CH₃)₂(CH₂)₅CH₃, R₂ and R₄ are methyl, then R' and R'' can not be H, OH or OCH₃.

17. The method of claim 16, wherein:

R''' comprises H, halogen, C(halogen)₃, lower alkyl or alkoxy;

R'''' comprises H, halogen, C(halogen)₃, lower alkyl or alkoxy; and

R'' comprises -Y-D₁-D₂-T₂,

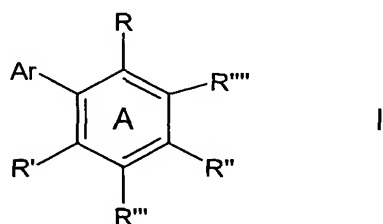
Y comprises Y is optionally present and if present comprises O, S, NH, N-alkyl, C=CH, C≡C, CH₂, CH(CH₃), C(CH₃)₂, a carbocyclic ring having 4 to 6 ring members or a heterocyclic ring having 4 to 6 ring members with 1 or 2 heteroatoms,

D₁ is optionally present and if present comprises alkyl,

D₂ comprises H, an alkyl, NH, N-alkyl, O-alkyl, S-alkyl, a carbocyclic ring, a bicyclic ring, a tricyclic ring, an aromatic ring or a heteroaromatic ring,

T₂ is optionally present and if present comprises an aromatic ring, a heteroaromatic ring, a heterocyclic ring, H, OH, halogen or a substituent group.

18. A method of treating a condition comprising administering to an individual or animal having the condition a therapeutically effective amount of at least one compound of formula I below, and physiologically acceptable salts thereof:



wherein,

the "A" ring atoms of compound formula I comprise carbon and 0 to 2 nitrogen heteroatoms;

Ar is an aromatic ring, an aromatic ring comprising at least one substituent group, a heteroaromatic ring, a heteroaromatic ring comprising 1 to 5 substituent groups, a heterocyclic ring or a heterocyclic ring comprising at least one substituent group;

R comprises H, OH, OCH₃, alkoxy, OCH₂CH₂OH, alcohol, NH₂, PO₃H, OPO₃H, OSO₃H, halogen, C(halogen)₃, SE₁, OE₁ or NE₁E₂,

E₁ and E₂ are each independently H or alkyl;

R' comprises H, OH, alkoxy, OCH₂CH₂OH, alcohol, NH₂, PO₃H, OPO₃H, OSO₃H, halogen, C(halogen)₃, SE₁, OE₁ or NE₁E₂,

E₁ and E₂ are each independently H or alkyl;

R'', R''' and R'''' each independently comprises Y-D₁-D₂-T₂, H, halogen, alkyl, alkoxy or a substituent group,

Y is optionally present and if present comprises O, S, NH, N-alkyl, C=CH, C≡C, CH₂, CH(CH₃), C(CH₃)₂, a carbocyclic ring having 4 to 6 ring members or a heterocyclic ring having 4 to 6 ring members with 1 or 2 heteroatoms,

D₁ is optionally present and if present comprises alkyl,

D₂ comprises H, alkyl, NH, N-alkyl, O-alkyl, S-alkyl, a carbocyclic ring, a bicyclic, a tricyclic ring, an aromatic or heteroaromatic ring,

T₂ is optionally present and if present comprises an aromatic ring, a substituted aromatic ring, a heteroaromatic ring, a substituted heteroaromatic ring, a heterocyclic ring, a substituted heterocyclic ring, H, OH, halogen, or a substituent group;

with the proviso that,

when Ar is 4-isopropyl pyridine or 4-isopropenyl pyridine, R''' is hydrogen, and R'''' is hydrogen, then R'' can not be a straight or branched saturated alkyl having 1 to 20 carbon atoms;

when Ar is 4-isopropyl toluene or 4-isopropenyl toluene, and both R''' and R'''' are hydrogen, R'' can not be a straight or branched saturated alkyl having 1 to 20 carbon atoms;

when R'' is C(CH₃)₂(CH₂)₅CH₃, R₂ and R₄ are methyl, then R' and R'' can not be H, OH or OCH₃.

19. The method of claim 18, wherein:

R''' comprises H, halogen, C(halogen)₃, lower alkyl or alkoxy;

R'''' comprises H, halogen, C(halogen)₃, lower alkyl or alkoxy; and

R'' comprises -Y-D₁-D₂-T₂,

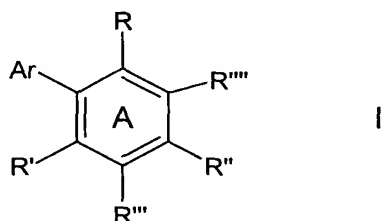
Y comprises Y is optionally present and if present comprises O, S, NH, N-alkyl, C=CH, C≡C, CH₂, CH(CH₃), C(CH₃)₂, a carbocyclic ring having 4 to 6 ring members or a heterocyclic ring having 4 to 6 ring members with 1 or 2 heteroatoms,

D₁ is optionally present and if present comprises alkyl,

D₂ comprises H, an alkyl, NH, N-alkyl, O-alkyl, S-alkyl, a carbocyclic ring, a bicyclic ring, a tricyclic ring, an aromatic ring or a heteroaromatic ring,

T₂ is optionally present and if present comprises an aromatic ring, a heteroaromatic ring, a heterocyclic ring, H, OH, halogen or a substituent group.

20. A method of providing a physiological response in an individual or animal comprising administering to the individual or animal a therapeutically effective amount of at least one compound of formula I below, and physiologically acceptable salts thereof:



wherein,

the "A" ring atoms of compound formula I comprise carbon and 0 to 2 nitrogen heteroatoms;

Ar is an aromatic ring, an aromatic ring comprising at least one substituent group, a heteroaromatic ring, a heteroaromatic ring comprising 1 to 5 substituent groups, a heterocyclic ring or a heterocyclic ring comprising at least one substituent group;

R comprises H, OH, OCH₃, alkoxy, OCH₂CH₂OH, alcohol, NH₂, PO₃H, OPO₃H, OSO₃H, halogen, C(halogen)₃, SE₁, OE₁ or NE₁E₂,

E₁ and E₂ are each independently H or alkyl;

R' comprises H, OH, alkoxy, OCH₂CH₂OH, alcohol, NH₂, PO₃H, OPO₃H, OSO₃H, halogen, C(halogen)₃, SE₁, OE₁ or NE₁E₂,

E_1 and E_2 are each independently H or alkyl;

R'' , R''' and R'''' each independently comprises $Y-D_1-D_2-T_2$, H, halogen, alkyl, alkoxy or a substituent group,

Y is optionally present and if present comprises O, S, NH, N-alkyl, $C=CH$, $C\equiv C$, CH_2 , $CH(CH_3)$, $C(CH_3)_2$, a carbocyclic ring having 4 to 6 ring members or a heterocyclic ring having 4 to 6 ring members with 1 or 2 heteroatoms,

D_1 is optionally present and if present comprises alkyl,

D_2 comprises H, alkyl, NH, N-alkyl, O-alkyl, S-alkyl, a carbocyclic ring, a bicyclic, a tricyclic ring, an aromatic or heteroaromatic ring,

T_2 is optionally present and if present comprises an aromatic ring, a substituted aromatic ring, a heteroaromatic ring, a substituted heteroaromatic ring, a heterocyclic ring, a substituted heterocyclic ring, H, OH, halogen, or a substituent group;

with the proviso that,

when Ar is 4-isopropyl pyridine or 4-isopropenyl pyridine, R''' is hydrogen, and R'''' is hydrogen, then R'' can not be a straight or branched saturated alkyl having 1 to 20 carbon atoms;

when Ar is 4-isopropyl toluene or 4-isopropenyl toluene, and both R''' and R'''' are hydrogen, R'' can not be a straight or branched saturated alkyl having 1 to 20 carbon atoms;

when R'' is $C(CH_3)_2(CH_2)_5CH_3$, R_2 and R_4 are methyl, then R' and R'' can not be H, OH or OCH_3 .

21. The method of claim 20, wherein:

R''' comprises H, halogen, $C(\text{halogen})_3$, lower alkyl or alkoxy;

R'''' comprises H, halogen, $C(\text{halogen})_3$, lower alkyl or alkoxy; and

R'' comprises $-Y-D_1-D_2-T_2$,

Y comprises Y is optionally present and if present comprises O, S, NH, N-alkyl, $C=CH$, $C\equiv C$, CH_2 , $CH(CH_3)$, $C(CH_3)_2$, a carbocyclic ring

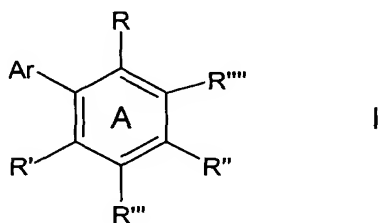
having 4 to 6 ring members or a heterocyclic ring having 4 to 6 ring members with 1 or 2 heteroatoms,

D₁ is optionally present and if present comprises alkyl,

D₂ comprises H, an alkyl, NH, N-alkyl, O-alkyl, S-alkyl, a carbocyclic ring, a bicyclic ring, a tricyclic ring, an aromatic ring or a heteroaromatic ring,

T₂ is optionally present and if present comprises an aromatic ring, a heteroaromatic ring, a heterocyclic ring, H, OH, halogen or a substituent group.

22. A method of treating a condition selected from central and peripheral pain, neuropathy, neurodegenerative diseases including multiple sclerosis, Parkinson's disease, Huntington's chorea, Alzheimer's disease; mental disorders such as schizophrenia and depression, endotoxic shock, hypotensive shock; or of modulating appetite; or of modulating the immune system; or of reducing fertility; or of treating diseases associated with motor function such as Tourette's syndrome; or of treating inflammation; or of providing neuroprotection; or of suppressing memory; or of producing peripheral vasodilation; or of treating epilepsy, glaucoma, nausea associated with cancer chemotherapy or nausea associated with Aids wasting syndrome comprising administering to an individual or animal having the condition a therapeutically effective amount of at least one compound at least one compound of formula I below, and physiologically acceptable salts thereof:



wherein,

the "A" ring atoms of compound formula I comprise carbon and 0 to 2 nitrogen heteroatoms;

Ar is an aromatic ring, an aromatic ring comprising at least one substituent group, a heteroaromatic ring, a heteroaromatic ring comprising 1 to 5 substituent groups, a heterocyclic ring or a heterocyclic ring comprising at least one substituent group;

R comprises H, OH, OCH₃, alkoxy, OCH₂CH₂OH, alcohol, NH₂, PO₃H, OPO₃H, OSO₃H, halogen, C(halogen)₃, SE₁, OE₁ or NE₁E₂,

E₁ and E₂ are each independently H or alkyl;

R' comprises H, OH, alkoxy, OCH₂CH₂OH, alcohol, NH₂, PO₃H, OPO₃H, OSO₃H, halogen, C(halogen)₃, SE₁, OE₁ or NE₁E₂,

E₁ and E₂ are each independently H or alkyl;

R'', R''' and R'''' each independently comprises Y-D₁-D₂-T₂, H, halogen, alkyl, alkoxy or a substituent group,

Y is optionally present and if present comprises O, S, NH, N-alkyl, C=CH, C≡C, CH₂, CH(CH₃), C(CH₃)₂, a carbocyclic ring having 4 to 6 ring members or a heterocyclic ring having 4 to 6 ring members with 1 or 2 heteroatoms,

D₁ is optionally present and if present comprises alkyl,

D₂ comprises H, alkyl, NH, N-alkyl, O-alkyl, S-alkyl, a carbocyclic ring, a bicyclic, a tricyclic ring, an aromatic or heteroaromatic ring,

T₂ is optionally present and if present comprises an aromatic ring, a substituted aromatic ring, a heteroaromatic ring, a substituted heteroaromatic ring, a heterocyclic ring, a substituted heterocyclic ring, H, OH, halogen, or a substituent group;

with the proviso that,

when Ar is 4-isopropyl pyridine or 4-isopropenyl pyridine, R''' is hydrogen, and R'''' is hydrogen, then R'' can not be a straight or branched saturated alkyl having 1 to 20 carbon atoms;

when Ar is 4-isopropyl toluene or 4-isopropenyl toluene, and both R''' and R'''' are hydrogen, R'' can not be a straight or branched saturated alkyl having 1 to 20 carbon atoms;

when R'' is C(CH₃)₂(CH₂)₅CH₃, R₂ and R₄ are methyl, then R' and R'' can not be H, OH or OCH₃.

23. The method of claim 22, wherein:

R''' comprises H, halogen, C(halogen)₃, lower alkyl or alkoxy;

R'''' comprises H, halogen, C(halogen)₃, lower alkyl or alkoxy; and

R'' comprises -Y-D₁-D₂-T₂,

Y comprises Y is optionally present and if present comprises O, S, NH, N-alkyl, C=CH, C≡C, CH₂, CH(CH₃), C(CH₃)₂, a carbocyclic ring having 4 to 6 ring members or a heterocyclic ring having 4 to 6 ring members with 1 or 2 heteroatoms,

D₁ is optionally present and if present comprises alkyl,

D₂ comprises H, an alkyl, NH, N-alkyl, O-alkyl, S-alkyl, a carbocyclic ring, a bicyclic ring, a tricyclic ring, an aromatic ring or a heteroaromatic ring,

T₂ is optionally present and if present comprises an aromatic ring, a heteroaromatic ring, a heterocyclic ring, H, OH, halogen or a substituent group.